

Taco Bueno finds
fajitas are practical

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Franchisors eye
market in Europe

Cover Story/Focus Section

Viewpoint/Page F9

Nation's Restaurant News

The Weekly Newspaper of the Food-Service Industry



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June 29, 1987

SELECTED FOOD-SERVICE 'CHAMELEONS'

Place	Location	Daytime Business	Becomes
Little Joes II	San Francisco	Italian restaurant	Nightclub
Stringfellows	New York	French/Asian restaurant	Restaurant/disco
Heartbreak	New York	Cafeteria	Disco
Casa Carlita	San Francisco	Mexican restaurant	Comedy club
Harlequin Cafe	Seacliff, N.Y.	Seafood restaurant	Disco
Harvey's	Phoenix	American restaurant	Disco

Restaurants boost returns, switching concepts at night

By Peter Romeo

Restaurateurs squeezed into tight spaces by sky-high development costs are spawning food-service chameleons that change at night from restaurants into discos, nightclubs, or even other dining concepts.

"We are going to entertain

people in the same space where we serve them [lunch and dinner]," said Lee Cohn, president of Phoenix, Ariz.-based Big 4 Restaurants, whose newest hometown restaurant, Harvey's Neighborhood Grill, transforms into a disco as dinner traffic ebbs.

By moonlighting as the

types of entertainment places consumers often frequent after dining out, restaurants are attempting to keep cash registers clanging far into the night, when a costly facility would otherwise sit idle.

Similarly, cafeterias, sandwich shops, and other food-

(See CHAMELEONS, page 68)

Higher wage called affordable Sen. Metzenbaum suggests two-tier pay floor

By Amie Snider

NRN Washington Bureau

WASHINGTON — Charging that restaurants can afford to pay workers considerably more than the \$3.35-per-hour national minimum wage rate, Senator Howard M. Metzenbaum (D-Ohio) suggested a two-tier pay floor obliging fast-food chains to pay more than other companies.

In an exchange with Labor Secretary William E. Brock during hearings on congressional minimum-wage proposals, Metzenbaum said he has noticed that starting wages have gone up in fast-food outlets.

"We know they can afford to pay it. . . . I think we should have a different rate for those who have fast-food opera-



UPI Photo
Metzenbaum

hearing room to flinch.
(See TWO-TIER, page 71)

tions," Metzenbaum said. Although his remarks were apparently made in jest, they did cause food-service officials in the



NRN Photo

Customers dine at the Simon David Café.

Simon David: Café with a grocery view

By Carolyn Walkup

DALLAS — Simon David, a lavish supermarket in the affluent Park Cities area here, is competing for the convenience-oriented restaurant customer with a 96-seat self-service restaurant overlooking the grocery aisles.

"A restaurant is a destination that isn't necessary to go to," said Ted Fullerton, Simon David store director. "But everyone has to go to the supermarket anyway," he commented, pointing out a long line of weekday lunch-time customers waiting for cafeteria service.

"The supermarket industry is very much in the restaurant business," said Jan Lovell, a restaurant consultant and board member of the Texas Restaurant Association, noting that food service accounts for 15 percent of Simon David's \$30 million in annual sales and its highest gross margins. He is helping Simon David, owned by Cullman Cos., develop two new, larger supermarket restaurants in Dallas and Austin.

Most of the additional square footage in the two new stores will be devoted to food service, with one of them having a 166-seat cafe and a display kitchen. Full kitchens, chefs, and catering services are major portions of the stores' food-service components.

Starting with 60 seats on the second level next to the pharmacy and greeting cards, the Simon David Café kept adding
(See SIMON DAVID, page 71)

FOOD WATCH

Strictly mashed potatoes

NEW YORK — Paul Avignon and Bob Butts were not about to open just any old fast-food joint. They were looking for something unique and found it with mashed potatoes.

In April the two restaurateurs opened Paul and Bob's Mashed Potatoes at 400 Third Ave. near 28th Street, downstairs from their full-service restaurant called The Sumptuary.

Paul and Bob's Mashed Potatoes sticks to the original fast-food philosophy of limited menus. Except for a salad, drinks, and dessert, their menu lists mashed potatoes and nothing but mashed potatoes—either plain or with a choice of toppings.

Prices range from \$3.95 for mashed potatoes with chicken and broccoli or chicken livers to \$4.95 for mashed potatoes with Bolognese sauce, pizzaiolo with sausage, tuna melt, or curried vegetables. A double order is \$7.95. The only dessert item—a baked sweet potato.

Mashed potatoes here come with lumps and skin. They are made with butter, half and half, and salt and pepper. Dieters can order mashed potatoes with skim milk and pepper.

The storefront restaurant has a few seats, but most business is carryout.
—Joe Edwards

B&S in hand, Wendy's aim: broad ad focus

By Marilyn Alva

DUBLIN, Ohio — After selecting Backer & Spielvogel, New York, as its new advertising agency, Wendy's is drawing up a new marketing game plan that will likely concentrate on more than hamburgers.

"I think Wendy's will certainly continue to focus a good deal on its hamburgers, but it has other products in existence," said Randolph C. Lindel, senior vice president of Backer & Spielvogel and the account director for Wendy's.

Backer & Spielvogel severed its relationship with Arby's, the roast-beef fast-food chain, to take on the more lucrative Wendy's account. Arby's is currently shopping for a new agency.

The disastrous seven-week run of Wendy's recent "Give a little nibble" campaign, which was canceled earlier this month, was meant to focus exclusively on Wendy's hamburger, a prod-

(See WENDY'S, page 71)

NEWS DIGEST

WALL STREET UPDATE

4.6

Index rises to 210.3

NEW YORK — The *Nation's Restaurant News* Stock Index rose 4.6 points in the week ended June 19 and closed at 210.3, just short of its record finish. Price-change winners beat losers by nearly 7 to 5.
(Full story and tables, pages 72-73)

Marriott, Pritzkers eye Allegis

CHICAGO — Marriott Corp. and the Pritzker family, owner of the Hyatt hotel chain, were mulling a joint acquisition of Allegis Corp., according to news reports. The duo planned to divvy up Allegis' Westin and Hilton International hotel chains and sell Allegis' in-flight catering and other businesses, the sources said.

Swensen's to open in theaters

PHOENIX, Ariz. — Swensen's, the 375-unit chain of ice cream parlors and dipping stores, said it has signed an agreement permitting American Multi-Cinema Inc. to open and operate Swensen's units in AMC's multi-screen theater complexes.

Petit to open his own place

CHICAGO — Guy Petit, formerly executive chef at Crickets here and corporate chef at Dallas' Mansion on Turtle Creek, has opened a restaurant here called St. Tropez, featuring cuisines of Mediterranean resort areas.

BK tests credit card system

MIAMI — Burger King is testing a credit-card payment system in 25 units, said the developer of a competing system. Credit-card networks have also been tried by Roy Rogers and Wendy's.

From staff and wire reports

One battle ends in 'cola wars'

District judge throws out antitrust allegations

By Rick Van Warner
COLUMBUS, Ohio — While soft-drink giants Coca-Cola and Pepsi-Cola continue to grapple for fountain beverage market share, a U.S. district judge here has thrown out antitrust allegations in the celebrated Wendy's lawsuit.

Last fall Wendy's filed a \$300 million lawsuit against Pepsi, its soda supplier, charging that the company had violated its contract by showing favoritism toward its own chains. Pepsi-owned Kentucky Fried Chicken, Taco Bell, and Pizza Hut are competitors of Wendy's.

Pepsi then countersued Wendy's and Coca-Cola, charging them with collaboration to break Wendy's five-year contract with Pepsi. It accused Coke of authoring the dispute.

Coca-Cola, which has remained tight-lipped on the Wendy's issue, has actively denounced Pepsi as a competitor to non-Pepsi food-service companies, charging that it is committed only to its own fast-food holdings.

"Pepsi has competed against its own customers, the people it serves," said a Coca-Cola spokesman.

Pepsi has denied the charges, noting that the experience it has gained through its restaurant operations actually has enhanced the service it provides to customers.

"We have an opportunity to discuss business growth on a partnership basis; it [operating restaurants] provides insight that allows us to help our customers grow," said John

Cranor, president of Pepsi's fountain beverage division. "The claims also ignore the Coke-McDonald's connection," he added.

Pepsi has maintained that McDonald's, Coca-Cola's largest account, receives preferential treatment over other Coke accounts.

Still the undisputed leader, with an estimated 57 percent market share, Coke in recent months has added Shoney's and, pending the contract dispute court ruling, Wendy's to its folds.

Pepsi, which has raised its market share to about 30 percent, has added Sbarro, Dunkin' Donuts, Steak and Ale, Bennigan's, Schlotzsky's, and Hyatt Hotels to its account list in recent months.

Marriott to pay into Denny's hand

By Richard Martin

LA MIRADA, Calif. — Few savvy industry watchers were surprised by Denny's Inc.'s decision to sell its segment-leading family restaurant empire to Marriott Corp., parent of 896-unit Big Boy, the struggling No. 2 coffee shop chain.

After all, note the analysts, Marriott's proposed Big Boy-Denny's merger represents a clear and present opportunity for Denny's senior management and Merrill Lynch & Co. to cash in on the \$753 million they invested to take the company private only two and a half years ago.

Moreover, despite posting an estimated 1987 pretax profit of \$90 million, debt-burdened Denny's Inc. was propelled into serious sale negotiations by the uncertain future of the midscale restaurant market and by recent lackluster industry trends, some observers conclude.

Estimates of Marriott's bid for Denny's have ranged from \$650 million to \$1 billion. The deal would not include the 75-unit El Pollo Loco grilled chicken chain, to be retained by current Denny's shareholders, or a 58-percent stake in the company's Winchell's Donut House chain, which was spun off recently to limited partners for \$90 million.

Marriott would acquire Denny's 42-percent controlling interest in 742-unit Winchell's.

"I don't think it's surprising that it's decided to sell," said John J. Rohs, an analyst with Wertheim Schroder & Co. in New York. Denny's Inc.'s motivation "is spelled M-O-N-E-Y," he declared.

Indeed, most analysts agree that a profitable near-term divestiture of some or all equity in an acquired company is expected of most merger moguls following a leveraged buyout. Driven by the urge to retire burdensome LBO debt and unencumbered as a private company by securities-trading regulations, owner-investors, such as

Denny's management and Merrill Lynch, listen eagerly to any overture from a motivated buyer.

After rejecting a number of inadequate buyout bids from other companies, the owners of Denny's clearly heard such an overture from Bethesda, Md.-based Marriott, the \$5.3 billion-a-year hospitality conglomerate whose intention is "to dominate whatever business it's in," Rohs said.

A dominant urge of Denny's chairman Vern O. Curtis and his team of investors is to seize the most opportune moment to relinquish control of their 1,927-unit food-service fleet. "It's a burden running a company with all that debt and never knowing when it will pay off," remarked a source close to La Mirada-based Denny's management.

"They're going to get a good price" from Marriott, predicted Joseph J. Doyle, an analyst with Smith Barney, Harris Upham & Co. in New York. Doyle said that although he had expected the owners of Denny's to let their investment appreciate for a somewhat longer time, Marriott's anticipated payment of some \$880 million represents "a bird in the hand."

Although Marriott would face a rigorous digestion process, its mostly franchised Big Boy system would be dramatically bolstered by an acquisition of the 1,185-unit Denny's chain, which includes only about 70 franchised restaurants. While Denny's holds a firmer grip on its market share, Marriott's operating profit from Big Boy plummeted 35 percent last year, to \$15.5 million, as customer traffic dipped 12 percent, Doyle noted.

At presstime, neither company had broken the silence surrounding their ongoing negotiations. However, Denny's is thought to be greatly relieved by Marriott's courtship. "You couldn't get too many better buyers [than Marriott]," remarked Wertheim Schroder's Rohs. "You certainly don't have to worry about the color of their money."

MUFSO panel to probe life-styles

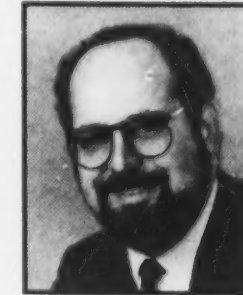
NEW YORK — A special life-styles panel on "Winning Tomorrow's Customer" will be one of many highlights at the *Nation's Restaurant News* MUFSO '87 28th annual Multi-Unit Food Service Operators (MUFSO) conference at the Century Plaza Hotel, Los Angeles, Sept. 27-30.

Michael Whiteman, a partner in the Joseph Baum & Michael Whiteman Co., will be the panel moderator. Panelists are Robert Nyman, a partner in the George Lang Corp.; Dennis Berkowitz, a San Francisco restaurateur and consultant; Craig Miller, president of Pizzeria Uno; and

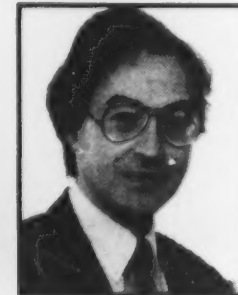
Steven Rockwell, vice president of Alex. Brown & Sons.

Another panel, "Choosing Tomorrow's Location," will be moderated by Larry Levy, chairman of The Levy Organization, Chicago. Panelists are Dennis Riese, president of The Riese Organization; Richard Gordon, president of the Original Chocolate Chip Cookie Co., Atlanta; and Vincent Orza, president of Eateries Inc., Oklahoma City.

Max Pine, president of Restaurant Associates, will moderate a third panel, "Switching Gears: Major Repositionings and Turnarounds." Panelists are Herman Cain, president of Godfather's Pizza; Jeff Rogers,



Nyman



Whiteman

president of USA Cafes; Dennis Tase, president of Wienerschnitzel Inc.; and Patrick Morris, marketing vice president of Perkins Restaurants.

Details about other MUFSO panels and speakers and registration information can be obtained from *NRN's* MUFSO coordinator, Chris Hernandez, at (212) 371-9400, extension 284 or 285.

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New Taco Bueno prexy calls for expansion

DALLAS — As the new president of Taco Bueno, a British conglomerate's 123-unit entrant in the fiercely competitive Mexican fast-food market, Lynn Cowan said her "mandate" is to rapidly expand the chain while upgrading its menu and decor.

Cowan has already expanded the regional chain by 15 percent through the acquisition of 16 Del Taco units from Taco Villa Inc., a rival also based here. The purchase price was not disclosed.

The units are being converted to Taco Buenos, said Cowan, who was promoted from marketing vice president and division manager to president on May 1.

The 34-year-old is also serving as vice president of Unigate Restaurants, Taco Bueno's Dallas-based parent. Unigate, which also operates the Black-eyed Pea, Casa Bonita, and Crystal's restaurant chains, is a subsidiary of London-based Unigate PLC, a \$2 billion-a-year food-processing and transportation conglomerate.

The presidency of Taco Bueno had been vacant since Wallace Jones surrendered the post to become chairman of Prufrock Restaurants, opera-

Taco Bueno finds fajitas practical

When this quick-service chain rolled out fajitas, the additional equipment required didn't take up any additional kitchen space.

Page 15.

tor of the Black-eyed Pea chain, last fall.

Using Unigate's financial might, Taco Bueno will double in size during the next five years through the development of new units alone, Cowan projected. Acquisitions will also be sought, she added.

Franchising "is something we talk about and will continue to talk about, but we don't have to do it for the bucks, because our British parent has the resources for expansion," she commented. "We're looking to grow as fast as we can and still manage quality units."

Initially, she added, Taco Bueno will continue to add units in its present market areas of Texas, Colorado, and Oklahoma—states that many chains have abandoned because of their oil-dependent, depressed economies.

"The oil situation has not been a big problem for us. We've done really well,"

Cowan asserted. "We picked up a tremendous amount of market share." She declined to reveal per-unit sales or market-share figures.

Taco Bueno's revenues are estimated by the company at \$70 million annually.

According to Cowan, Taco Bueno has prospered because it is more "authentic" and upscale than other Mexican fast feeders, which abound in the so-called Oil Patch.

"Our concept is very upscale," she averred. "We have an authentic Mexican decor, and we cook everything fresh. The only thing that comes out of a can are our jalapeños."

"We're working on a new unit prototype right now. We're trying to make our units more comfortable and able to handle more volume."

In addition, she said, "We're taking a look at our entire menu right now. We'll probably be adding some midscale items."

Taco Bueno recently installed charbroilers in its units to add a steak fajita to the chain's menu, which already included chicken fajitas.

The chainwide addition of charbroilers greatly expands the array of products Taco Bueno could put on its fast-food menu, Cowan noted.

Taco Bueno's menu includes



Lynn Cowan

guacamole salad, burritos, tacos, and a number of combination platters.

Mexican fare is also served in Unigate's four cafeteria-style Casa Bonita restaurants.

Unigate's 43 Black-eyed Pea dinnerhouses feature home-style cooking, and the seven-unit Crystal's chain specializes in pizza and pasta.

Unigate acquired Prufrock Restaurants last year in a deal valued at \$48 million.

Taco Bueno, Crystal's, and Casa Bonita were all acquired in 1981.

Cowan had joined Taco Bueno the previous year after a five-year stint with a truck-parts manufacturer.

Fast feeders grabbing more dining-out patrons

Exclusive to NRN

To date, Gallup's 1987 research has revealed few surprises with respect to the incidence of adults' restaurant patronage, but compared with last year, fast-food restaurants have served a greater share of the meals eaten away from home.

The Gallup "eating out year," which

The spring months of March, April, and May continued that level of dining, and the results were substantially similar to those achieved in 1986.

Overall, 38 percent of adults ate a meal away from home during the period from December 1986 to May 1987 period, and that incidence is virtually identical to what was observed during the comparable interval in 1986.

Among certain demographic

groups, however, larger proportions of adults dined out during the first half of this year than last.

Specifically, 24-to-34-year-olds, college graduates, and those who usually eat out at least four times a week were more inclined to eat a meal away from home in 1987 than in 1986.

In contrast, notable drops in the likelihood of eating out were observed among those age 65 and older and those in the middle-income range of \$15,000 to \$19,000.

As was true last year, lunches accounted for nearly half (47 percent) of restaurant meals during the first six months of the 1987 eating-out calendar.

Almost four in 10 meals were dinners (38 percent), while only one in eight (12 percent) were breakfasts.

Continuing the 1986 pattern, family style restaurants garnered the largest share of restaurant meals (41 percent) during the first half of 1987.

However, the gap between family-style restaurants and fast-food places was considerably narrower in 1987 than in 1986.

Only about one-third of first-half 1986

TYPE OF EATING PLACE

(percentage based on total meals)

	1986	1987
Family type	43	41
Fast food	32	37
Cafeteria	14	12
Adult oriented	10	9
Don't know	1	1

MEAL EATEN OUT

	1986	1987
Breakfast	11	12
Lunch	47	47
Dinner	39	38
Other	3	3

Source: Gallup Organization

meals were consumed in a fast-food place (32 percent), compared with more than four in 10 (43 percent) that were eaten in a family-style establishment.

In 1987, however, there has been a 5 percentage-point increase in the proportion of fast-food meals (37 percent), so that now there is a more even distribution between fast food and family dining.

That increase in fast-food dining was observed at all meal occasions, and the proportions of lunches and snack consisting of fast food were larger than those of breakfasts or dinners.

Although virtually all demographic groups contributed to the increased proportion of fast-food meals, especially large jumps were observed among meals consumed by nonwhites, those in large households of five or more people, non-high-school graduates, those who earn \$15,000 to \$19,999, women employed part-time, and those who usually eat out once a week.

The months of December 1986, February 1987, and May 1987 were particularly noteworthy for their growth in fast-food patronage in relation to the comparable periods last year.

Gallup Report

Leonard Wood



runs from December to November, began as expected.

As was true in 1985 (36 percent), on any given day in December 1986 more than one-third of adults (38 percent) ate a meal away from home.

In January 1987, however, smaller proportions of adults (32 percent) were restaurant patrons.

Not only was this level six percentage-points lower than that in December, but it was also five percentage-points lower than the previous year's January.

This pattern, a postholiday slump in eating out, has been observed in nine of the past 10 years, with 1986 being the exception.

As February drew to a close, questioning revealed that nearly four in 10 adults (39 percent) had eaten in a restaurant, representing a recovery from the holiday decline; that proportion was also the highest February incidence since 1982.

Wood is vice chairman of The Gallup Organization Inc. of Princeton, N.J. His column appears here under an exclusive arrangement. The results are based on 5,097 telephone interviews conducted among a nationally representative sample of adults aged 18 years and older from December 1986 through May 1987.

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ADVERTISING & PROMOTIONS

Fast-food chains on the prowl for new advertising agencies

There is a precept in the ad business that goes something like this: Clients don't make major changes when things are wonderful.

Well, things must not be so wonderful in the fast-food business. At least six fast-food chains have put out calls for new advertising agencies in recent weeks. You may have heard of them: Burger King, Wendy's, Church's, Whataburger, White Castle.

On Marketing

Marilyn Alva



And now that Wendy's selected Arby's agency, Arby's is on the prowl, once again.

Poor Arby's. It was finally getting comfortable with Backer & Spielvogel after a year and a half, experiencing positive sales gains as well from the "Taste the Arby's Difference" campaign with its antihamburger theme.

"Now we've got to start all over with a new agency," sighed Tom Whitley, vice president of advertising for Arby's. "This is the second time this has happened to us. We teach them all about promotions and advertising for fast food, and they use what they got from us and go out and get new business in fast food."

Two years ago Grey Advertising, New York, handled Arby's advertising affairs, as it had been doing for the prior two years. Then it landed the Red Lobster account.

Despite Whitley's reference to its fast-food inclinations, Red Lobster considers itself a dinnerhouse

chain, although it incorporates the advertising tools used in fast food. Thus, it was supposed, no conflict of interest could be construed if Grey were to keep Arby's, which it did.

But when Grey transferred some of its Arby's account people over to Red Lobster, Arby's decided to bid the agency adieu. After a spell, it hired Backer & Spielvogel. It was that agency's first fast-food account, although not its first chain restaurant account. And what was that chain restaurant account? Red Lobster.

There is another obvious maxim in the ad business: It's a small world.

* * *

The Stampede: Hands at Wendy's and Backer & Spielvogel hadn't even been shaken when miffed Arby's began getting the first of dozens of unasked-for solicitations by ad shops of all sorts wanting to grab the roast beef chain's \$10 million account.

Unlike Wendy's, which quickly appraised agencies, Whitley said Arby's would conduct a full and thorough review that would last well into the summer. "We have no favorites at this moment. We don't even have a long list," he said.

Arby's wants a full-service agency with current billings between \$70 million and \$250 million.

Perhaps snubbed runners-up for Wendy's \$50 million account will be interested. That would include first runner-up Hal Riney & Partners, San Francisco, the Bartles & Jaymes wine cooler folks, and semifinalist Levine, Huntley, Schmidt & Beaver, New York, the agency that created an award-winning campaign for Subaru and commercials for McCall's featuring celebrities such as Tina Turner.

We'll assume that Dick Rich will want to take a break from fast-food advertising for a while.

We won't assume the same for Levine, Huntley,

Schmidt & Beaver, which left its Corpus Christi, Texas-based Whataburger client by way of "mutual agreement." The agency claimed Whataburger was too small an account to be worth the effort.

Burger King, of course, is also being overrun with applicants hungry for its whopper \$200 million account up for the taking. It was curious to hear of Burger King incumbent J. Walter Thompson's frantic research on couponing. The agency is working hard on new proposals to please the now sales-promotion-minded Burger King.

* * *

Clios: The Oscars of advertising, the Clios, were distributed recently in New York. McDonald's won one of the many awards doled out for its "Golden Time" commercial, featuring an elderly man and woman who meet for the first time at a McDonald's restaurant.

Elected into the more prestigious Clio "Hall of Fame" was "Wake-Up Time," the commercial that kicked off Dunkin' Donuts long-running "Time to Make the Donuts" campaign, starring Fred, the franchise owner.

In order to qualify for the Clio "Hall of Fame," a commercial must have previously won a Clio, be at least five years old, and be considered a "classic" in the industry.

"Wake-Up Time" features character actor Michael Vale as the dutiful Dunkin' Donuts franchise owner who wakes up early because he is devoted to his job of making donuts fresh daily.

The commercial was created by Ron Berger and Barry Vetere, formerly of Ally & Gargano and now partners in their own agency, Messner, Vetere, Berger, Carey Inc. in New York. Some sages suspect they, too, are one of the many interested in filling one of the vacant fast-food jobs.

AD WATCH

TELEVISION ADVERTISING BY RESTAURANT OPERATORS

(first qtr., listed by expenditures)

	Jan/Mar '86	Jan/Mar '87	% change
PepsiCo (Pizza Hut, Taco Bell, Kentucky Fried Chicken)	\$25,058,100	\$31,027,900	+ 24
McDonald's	23,478,000	30,442,600	+ 30
Pillsbury (Burger King, Godfather's)	19,186,000	22,334,300	+ 16
Imasco (Hardee's, People's)	6,165,800	7,673,200	+ 24
Wendy's International	9,023,800	5,984,400	- 34
Jerrico (Long John Silver's)	5,543,100	4,831,900	- 13
Collins Food International (Sizzler, Naugles)	3,111,600	4,811,800	+ 55

Source: Television Bureau of Advertising, from Broadcast Advertisers Reports data

NRN MARKETING DIGEST

Ponderosa names marketing vp

DAYTON, Ohio — Ponderosa appointed Timothy F. McCarthy to the top marketing post at the 440-unit steak house chain based here. The position had been vacant since Fred Gonzales resigned earlier this year.

Ponderosa's new senior vice president of marketing comes from Lowe-Marschalk, Cleveland, where he was vice president and management supervisor, with responsibility for the Ponderosa account. He is an Ohio State graduate with a degree in political science.

Gonzales left Ponderosa to become chief operating officer of JB's Restaurants Inc. in Salt Lake City.

Bob Evans account up for review

COLUMBUS, Ohio — Bob Evans Farms Inc. has put its \$5 million sausage division account up for agency review after many years with Lowe Marschalk. "We felt it was time for a change," said Chuck Hartle, director of advertising for the company's sausage division.

Agency finalists include Campbell-Mithun, Chicago; Ogilvy & Mather, Chicago; and Hal Riney & Partners, Chicago.

Friendly campaign wins Gold Effie

BOSTON — Friendly Restaurants and its advertising agency here, Ingalls, Quinn, and Johnson, won a Gold Effie award in the restaurant category for a direct mail campaign promoting new restaurants. The pieces generated a 15-percent response rate.

The Gold Effie, presented annually in New York by the American Marketing Association, recognizes superior results in meeting objectives rather than outstanding creatives.

It was the first time Friendly's used a direct mail format to promote new restaurants.

EAT award deadline July 13

NEW YORK — Television commercials aired during the year ending June 30 are being accepted until July 13 for judging in *Nation's Restaurant News'* second annual Excellence in Advertising on Television (EAT) awards, the only such competition for the food-service industry. Entry forms are available from *Nation's Restaurant News'* EAT Awards Coordinator, 425 Park Avenue, New York, N.Y. 10022; telephone (212) 371-9400, extension 283.

Their dish is your desire.

Alton's
Foxboro Park
 Pal's Cabin
West Orange
 Mayfair Farms
West Orange
 Essex Falls Country Club
Essex Falls
 Don's & the Pastry Shop
Livingston
 Old Mill Inn
Spring Lake Heights
 Evelyn's
Elizabeth - Essex
 Balfour Country Club
Springfield
 Winkelman's Haus Brau
Lakewood
 Woodlake Country Club
Lakewood
 Yankee Clipper
Sea Cliff
 Ryland Inn
Whitehouse

A few of the fine New Jersey restaurants who serve only one kind of ice cream.

Welsh Farms

Welsh Farms has rolled a summer ice cream campaign to attract New Jersey customers. In an effort to convey the quality of its product, Welsh combines pictures of ice cream with the names of "fine" restaurants that serve the product.